

# Artificial Intelligence: MOVE Sectors

## What's happening

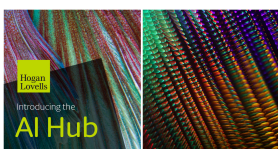
- Connectivity, sensors, and software deploying AI are enabling a fundamental shift in the driving experience
- AI technology is advancing in off-road applications and within new on-road vehicles
- AI is driving traffic management systems, fleet management systems, predictive maintenance systems, and other transportation technologies

## Why

- Recent AI technological advances are expansive, unprecedented, and ongoing
- Consumer demand for AI-related technologies is increasing
- AI developments are enhancing efficiency, sustainability, and safety across the sector

## Why it matters

- AI is transforming the transportation sector and changing the culture from a modal outlook to mobility outlook
- AI development and use is generating and processing substantial amounts of personal data, creating privacy and cybersecurity issues
- AI is giving rise to new sources of revenue from new services and potential efficiencies
- The legal and regulatory framework governing AI is evolving rapidly



**Check out our  
AI Hub on Engage**

## How we can help

- We provide strategic counsel across the AI ecosystem, from the companies who design the processors and hardware used to run AI, to the companies developing the software and neural networks that form the building blocks of machine learning
- We evaluate and advise on the commercial, policy, and legal implications of new and emerging AI technologies

## What we do

Advise on wide range of issues, including:

- Technology certification and testing requirements,
- Mitigating risk and identifying liability as AI plays a larger role in automated driving systems, and
- Managing and protecting the increasing amounts of data generated from AI use.

## AI Offerings

- Training on generative AI technologies
- Global impact review
- Data protection assessments
- Governance and use policies
- IP and trade secret analysis
- Cybersecurity review
- Compliance assessments
- Export controls
- Policy landscape review
- Use assessments
- Regulatory investigations and litigation
- Outsourcing arrangement with vendors